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PATENT

Attorney Docket No.: 162

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT:

Yaron REICH

GROUP NO .:

3622

SERIAL NUMBER: 10/587,002

CONFIRMATION NO:

2951

FILING DATE:

20-Jan-05

EXAMINER:

John W. VAN

BRAMER

TITLE:

LBS NOWCASTING SENSITIVE ADVERTISING AND

PROMOTION SYSTEM AND METHOD

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R.§ 1.8

Sir:

I hereby certify under 37 C.F.R.§1.8 that the enclosed correspondence is being facsimile transmitted to the USPTO on the date indicated below to 1-571-273-8300, including this page and 9 pages of Response to Non-Compliance Office Action, for a total of 10 pages:

Respectfully submitted,

Date: 9 January 2009 Customer No. 77345 Reg. No. 40,000 Tel. No. (301) 952-1011

Fax No. (301) 952-9023

D'vorah Graeser Agent for Applicant Dr. D. Graeser Ltd 9003 Florin Way Upper Marlboro, MD

Attachment

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NO:

Mail Stop: Amendment Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT (37 C.F.R.§ 1.121)

Sir:

This paper is responsive to the Non-Compliant Amendment (37 C.F.R §1.121)

Office Action mailed from the U.S. Patent and Trademark Office December 9, 2008,
which is being timely filed on January 9, 2009. Applicant believes that no fees are due.

Newly amended claims are submitted herewith in response to the non-compliant amendment. The remarks and arguments filed on August 12, 2008 accompanying the amended claims are maintained but are not presented herewith.

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.